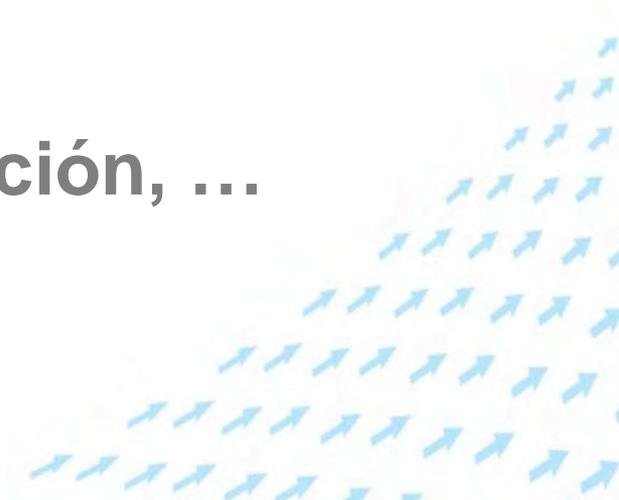


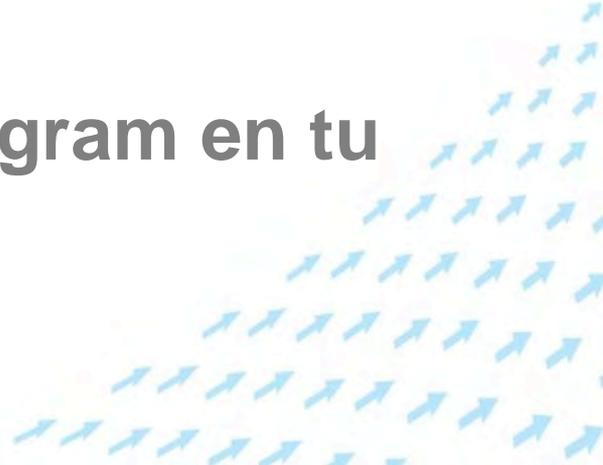


Campaña ESADE Diversity

Marzo 2015

- **101 nacionalidades (210 aprox)**
 - **Factor clave de decisión de compra**
 - **Factor diferencial respecto a competidores**
 - **5 años del campus de ESADE**
 - **Pluralidad, modernidad, globalización, ...**
 - **Lanzamiento Instagram**
- 

- **Mini-site de la campaña. ESADE Diversity**
- **Video viral**
- **Descarga de los carteles en PDF**
- **Acontecimientos clave**
- **Aplicación que publica fotos Instagram en tu web**







DIVERSITY WILL HELP ME...

Embrace the world



I'M FROM...

TAIWAN

ESADE
Inspiring futures

#ESADEdiversity



ESADE'S MULTICULTURAL ENVIRONMENT...

IS GREAT!



I'M FROM... SPAIN

ESADE
improving futures

#ESADEdiversity



ESADE DIVERSITY



DIVERSITY WILL HELP ME...

Rule the
WORLD



I'M FROM...

JAPAN

ESAD
Inspiring futures

#ESADiversity



International MBA Class of

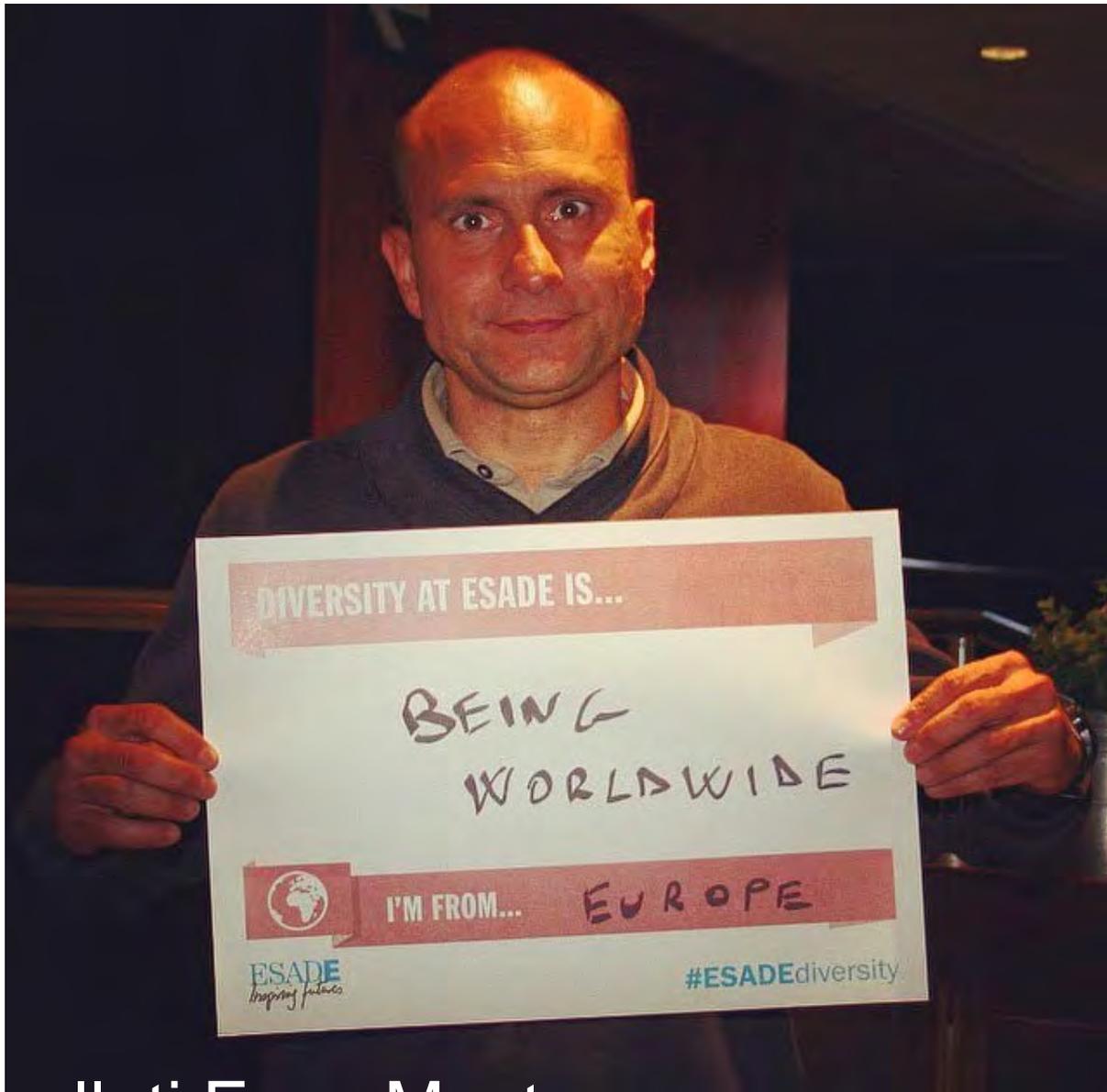


Photo: Frank Masten





DIVERSITY WILL HELP ME...

To be open-minded



I'M FROM... Spain

ESADE
Inspiring futures

#ESADEdiversity



Ernst von Weizsäcker (MDA)



DIVERSITY AT ESADE IS...

Networking

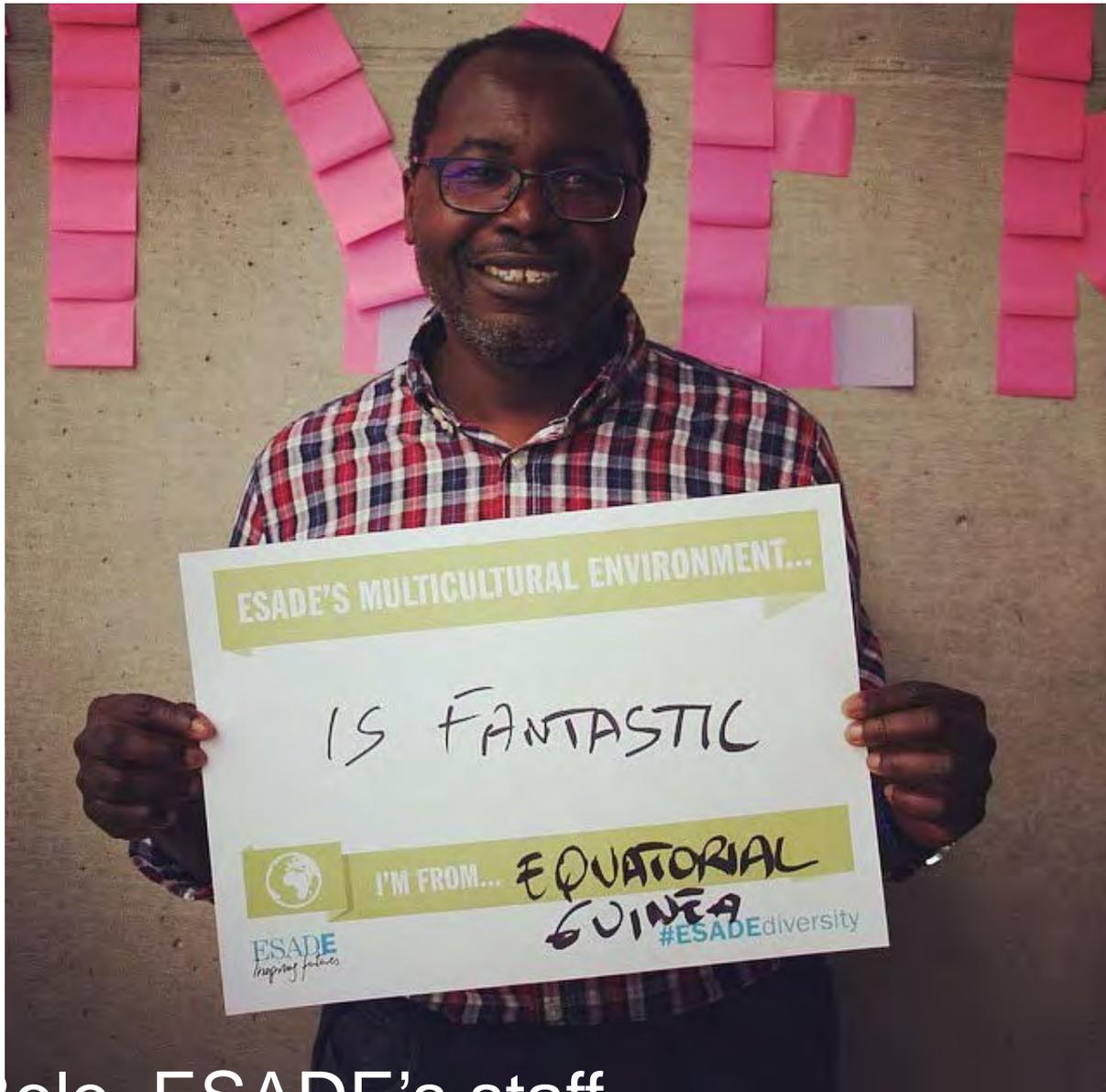


I'M FROM... LIMA, PERU

ESADE
Inspiring friends

#ESADEdiversity





one of ESADE's staff





DIVERSITY AT ESADE IS...

Learning to Speak
like a local in
38 different Languages!

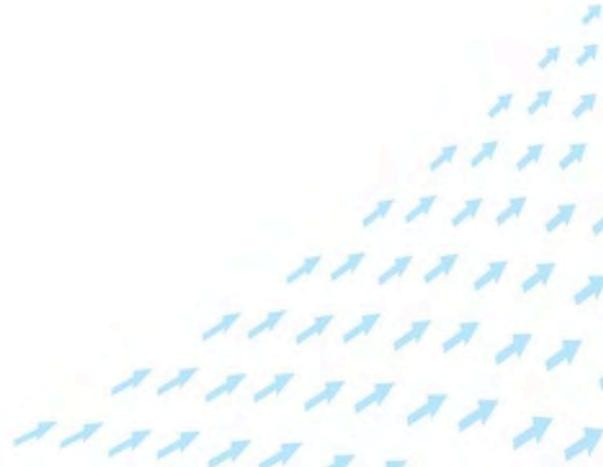


I'M FROM... U.S.A

ESADE
Inspiring futures

#ESADEdiversity

- **Usuarios de Radio Ecça**
- **Niños, padres, profesores de un colegio**
- **Campañas de denuncia**
- **Espiritualidad + frases**



inspiring **futures**

